

## Thesis Abstract

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Thesis Title Object-Based Storytelling: A Novel Approach to Satisfying Hedonic Motivations オブジェクトベースのストーリーテリング：ヘドニックへの動機を満たすための新しいアプローチ			
Thesis Summary <p>This research tests the efficacy of object-based storytelling to satisfy hedonic consumer motivations in the retail setting by digitally attaching narrative stories to products. The design's focus is on the hedonically motivated shopper, specifically those who prefer adventure and gratification shopping. In this research project a fashion retail experience has been selected. The object-based storytelling experience centers around the typical behavior of putting together an outfit. The design makes use of narratives to enhance the user's connection to the test garment; adding context and value through fictional narratives rather than actual descriptions of garment features or details. Furthermore the design promotes tactile interaction between the user and the test object, something which is known to enhance the customer experience in the retail setting. The research will be evaluated through user testing in a simulated retail environment, and measures evidence of satisfying adventure and gratification hedonic motivations. The design will use object-based storytelling as a novel alternative to traditional retail atmospherics.</p> <p>Keywords: Retail, Object-based storytelling, Hedonic shopping motivations</p>			